

WATT, RETTEW & CLAY.

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Store Closes Promptly at 6 P. M.; Saturday 10.

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Not what we say, but what you know, counts.

The new Tailor-made Suits, Separate Skirts and Pretty Cotton Waists

Spring Suits bloom earlier than they used to—which is just another way of saying that women's good judgment is asserting itself. Left until Easter for introduction, the wearing time is cut too short. Now, one gets full serviceableness—and a pleasant change from the long-worn winter suit.

And, naturally, we have in mind these

black cheviot suits—silk lined throughout—at \$15.

They are really excellent replicas of a high-toned suit that sells in New York for \$40—better by far than the "\$25 suits at \$18" offered here in Norfolk.

Fly-front jackets. Box-pleat skirts. Both jacket and skirt are lined with good quality all-silk black taffeta.

Of course, we have other very remarkable values—some costing as much as twenty and twenty-five dollars; others for as little as five or seven. We tell of some of the lowest and medium priced ones below:—

SUITS AT \$5—dark gray, navy and artillery blue—fly-front jackets lined with silk finished Italian cloth. Skirts have the new box-pleat back—percaline lined and velvet bound.

SUITS AT \$7—made of dark gray and brown ladies' cloth—fly-front jackets lined with Mercerized satin—main. The skirts have the new box-pleat back—percaline lined and velvet bound. All seams are tailor stitched.

SUITS AT \$8—made of light tan and navy Venetian cloth and cadet and light tan covert cloth—fly-front jackets lined with Mercerized Italian cloth. The skirts have the new box-pleat back—percaline lined and velvet bound. All seams are tailor stitched.

SUITS AT \$10—made of light gray, dark gray, tan and navy cheviot. Fly-front and double-breasted jackets lined with twilled silk. The skirts have tailor stitched box-pleat back—percaline lined and velvet bound. All seams are overlapping.

SUITS AT \$10—made of cadet blue, dark gray and light tan Venetian cloth. Fly-front jackets lined with twilled silk. The skirts have the new box-pleat back—percaline lined and velvet bound. All seams are overlapping.

SUITS AT \$12—made of new blue and cadet Venetian cloth. Fly-front, silk lined jackets with inlaid velvet collars. The skirts have the new double box-pleat back—percaline lined and velvet bound. All seams are overlapping.

SUITS AT \$12—Very handsome Black Cheviot Suits. Fly-front jackets lined with twilled silk, and have silk faced lapels. The skirts have the double box-pleat back—percaline lined and velvet bound. All seams are overlapping.

SHIPPING SUITS AT \$12—made of plaid black golf suiting—light gray, dark gray, navy and brown. Dip jackets. The skirts are walking lengths, finished with five rows of stitching around the bottom.

MISSIE'S SUITS AT \$10—made of gray cheviot for misses from 14 to 18 years. Fly-front, silk lined jackets. The skirts have the new double box-pleat back—percaline lined and velvet bound. All seams are overlapping.

SEPARATE SKIRTS AT \$6—made of light and dark gray cheviot—double box-pleat back—stylish scalloped front finished with seven rows of stitching—percaline lined, velvet bound. Extra long.

What the magazines advertise we sell.

Unless an article has some points of merit to talk about you never see it advertised in the leading magazines. Advertising is expensive.

A whole page ad. in a certain popular monthly magazine costs \$4,000 an issue—a single insertion.

So you see it would be folly to advertise an article without merit.

Here is a list of articles that you see advertised in the magazines at, in most instances, a great deal less than the makers ask for them:—

Telegram Binding—9c. a yard.

Hay's Water-proof Binding—10c. a yard.

Velvet Grip Hose Supporters—children's, 5c.; misses', 6c.; women's, 7c.

"Hookon" Hose Supporters—frilled elastic—quite new—5c.

Beidling's Spool Silks and Embroidery Silks.

Brainard & Armstrong's Embroidery Silks.

Clark's "O. N. T." Spool Cotton, Luster Cotton and Crochet Cotton.

Jas. Smith's "J. J. Roberts" "Parabola" H. Millard & Sons' Needles.

Clinton Safety Pins—5, 6 and 8c.

Duplex Safety Pins—5, 6 and 8c.

Puritan Dress Pins—5c.

Eagle Dress Pins—5c.

Celluloid Case Dress Protectors—25c.

Century Corset Shields—25c.

Kleinert's Dress Shields—12½, 15, 17, 20, 25 and 30c.

Candied Dress Shields—25, 30 and 35c.

Omo Dress Shields—25c.

Onadoff Dress Shields—25 and 30c.

"E. & L." Linen Collars, for men, 12½c. Cuffs, 6c. and 7c.

Meyers' Kid Gloves for men and women, \$1.25 and \$1.50.

Fowner's Kid Gloves for women, \$1 and \$1.50.

Kayser Patent Finger Tipped Fabric Gloves, for women, 50 and 75c.

Midnight Past Black Linings.

Neva Linings—look like silk.

Priestley's Famous Mourning Goods.

Cravenette—a rain-proof fabric.

Landowne—made by Wm. F. Read—\$1.25 a yard.

Hermesdorf Black Stockings and Sox.

New Outing Cloths—pretty light effects—3 to 10-yard lengths. Regularly 10c., at 6½c. a yard.

Tartan Plaid Dressing Gowns—bright attractive patterns. Regularly 30c., at 25c. a yard.

New Dimities—navy blue and white grounds—white and colored dots, stripes and all-over effects. Regularly 10c., at 7c. a yard.

36-inch Silver Star Madras—pretty stripes and checks. Regularly 12½c., at 8c. a yard.

Short lengths of new, bright and attractive Dress Gingham. Lengths run from 3 to 14 yards. Regularly 16c., at 12c. a yard.

Turkey Red Prints—black figures and stripes. Regularly 10c., at 7c. a yard.

Woven Shirt and Dress Madras—immaculate assortment of patterns—2 to 10-yard lengths. Regularly 12½c., at 10c.

Pleasy Swansdown—plaids, stripes and facings. Regularly 12½c., at 6½c. a yard.

McGraw's Abdominal Corsets—\$1.25 and \$1.50.

Flexibone Moulded—\$1 and \$1.50; 2 for the regular \$2.25 and \$3 grades.

P. D. Corsets—\$1.75, \$2.50 and \$3.50.

J. B. Corsets—\$1, \$1.50 and \$1.75.

Ferris Waists—50c., 75c. and \$1.

Nazareth Knit Waists—for boys and girls—15 and 25c.

FACE POWDERS, TOOTH POWDERS, TOILET SOAPS, PERFUMERY AND TOILET PREPARATIONS OF ALL SORTS at the lowest "cut-rate" prices.

The April "Delineator."

Now on our counters—15c. It's rich with Easter fashions.

CONTENTS:—

Styles for Ladies—(illustrations and descriptions.)

House Furnishing and Decoration—(illustrated.)

The Dressmaker—(illustrated)—A. L. Gorman.

Styles for Misses and Girls—(illustrations and descriptions.)

Styles for Little Girls—(illustrations and descriptions.)

Some Oriental House Garments—(illustrations and descriptions.)

Greek and Roman Costumes for Fancy Dress—(illustrations and descriptions.)

Seasonable Dress Fabrics, Garnitures and Accessories—(illustrated.)

Children and Their Hiss. No. 4. The Fevers of Childhood—Grace Peckham Murray, M. D.

Modern Lace-Making.

Knitting.

The Sprig Millinery—(illustrated in color.)

Drawn Work.

Love Loyalty—(poem)—Edmund Vance.

The Patriotic Work of Southern Women—(illustrated with portraits)—Walton Foxcroft.

Social Observances—Mrs. Frank Learned.

Fontes—(story)—Mrs. Schuyler Crowninshield—(illustrated by Henry Hildred).

The Young Girl and the Young Man—(illustrated)—Anita Asquith Pratt.

An Easter Love Song—(poem)—Ella Higginson.

College News—Carolyn Halsted.

Reverend—(illustrated)—Emma Haywood—(illustrated in color.)

Crecheting.

A Plimsy Separation—(story)—Kath. M. Jarboe.

The Newest Books—Laura R. Starr.

Domestic Subjects—The Home Practical, Margaret Hall; Some Ways of Cooking—A. S. M.; Illustrated Cookery—Anna Moore; Three Fatcats—Anna Moore.

Practical Gardening—Ward MacLeod.

Club Women and Club Life—Helen M. Winslow.

Girls' Interests and Occupations—Priscilla Wakefield.

"Metropolitan Fashions"—late Spring issue—15c.

"Glass of Fashion"—7c.

Fashion Sheets—free.

Sofa Cushions—39c.

18x18 inches.

Covered with large figured sateen—deep ruffles.

Filled with white cotton.

5-ft. Black Curtain Poles—with polished brass ends, brackets and rings complete—19c.

Opaline Window Shades—3x6 feet—25c. each.

Best Lansdale Holland Window Shades—3x7 feet—75c.

percaline lined and velvet bound. All seams are beautifully tailored.

back—percaline lined and velvet bound.

SKIRTS AT \$5—made of gray, navy and black cheviot—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$10—made of all-wool black cheviot serge—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$12—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$15—made of handsome black and cadet Venetian cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$18—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$20—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$25—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$30—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$35—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$40—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$45—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$50—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$55—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$60—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$65—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$70—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$75—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$80—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$85—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$90—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$95—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$100—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

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SKIRTS AT \$115—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$120—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

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SKIRTS AT \$140—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$145—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$150—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$155—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

SKIRTS AT \$160—made of very stylish gray brown and navy homespun, cheviot and covert cloth—box-pleat back—percaline lined and velvet bound.

Just a word between us—

and a hearty "thank you, come again."

"To the victors belong the spoils." We say, to the honorable, upright merchants belong your patronage. And, you have given it—to WATT'S.

Recent events have proven that not all of Norfolk's public is gullible. That the greater number of you read and reflect—compare and examine—and, buy where you have confidence—HERE!

Last Monday the store, as many of you know, did a veritable Christmas-time business—thanks.

It recorded the greatest March selling in our history, and to-morrow will witness another great sale of new

Wash Goods, Cottons and Linens.

We begin the day with upwards of

2,000 yards of new White Goods

—a collection of pretty white weaves embracing checks, plaids, stripes, lace effects, cords, dimities and plisse novelties.

Not a lot of promiscuous factory and mill residues but fresh, clean, snowy-white fabrics that it will please you to see.

The service rendered by every yard sold must be an argument for your further confidence in this store.

You can pick from these 17, 20 and 25c. White Goods at the uniform low price of 10c. a yard.

Wash Goods.

36-inch Percales—stripes and checks—good patterns and colorings. Regularly 10c., at 5c. a yard.

New Outing Cloths—pretty light effects—3 to 10-yard lengths. Regularly 10c., at 6½c. a yard.

Tartan Plaid Dressing Gowns—bright attractive patterns. Regularly 30c., at 25c. a yard.

New Dimities—navy blue and white grounds—white and colored dots, stripes and all-over effects. Regularly 10c., at 7c. a yard.

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FACE POWDERS, TOOTH POWDERS, TOILET SOAPS, PERFUMERY AND TOILET PREPARATIONS OF ALL SORTS at the lowest "cut-rate" prices.

Another great Umbrella Shipment.

One thousand more of the best taffeta gloria umbrellas that it has been our good fortune to show.

at \$1 each

—instead of \$1.75.

We say instead of \$1.75 because that is what they are fairly worth.

They are mounted on steel rods and interlocking frames—roll tight.

Are shown in all sorts of shapes of natural wood handles, with silk cord and tassel.

We also show

colored twilled silk umbrellas at \$2

that would readily fetch seventy-five cents more.

They are really beautiful—would add tone to any woman's wardrobe.

Red, green, purple and navy, with silk cases and cord and tassel to match.

Rich Dresden, natural and sterling mounted princess handles.

12½c. Torchon Lace—5c.

Imitation Torchon Lace—insertion to match.

1 to 4½ inches wide.

Regularly—7, 8, 10 and 12½c.

To-morrow—5c.

Colored Laces—various widths—1c. a yard.

Cambrie edges and insertions to match.

Regularly—8 and 10c.

To-morrow—5c.

French Flannels.

Dame Fashion says "French Flannels for waists."

These are 58c. a yard.

Twenty-eight inches wide—strictly all-wool.

in these colors:—

light blue, marine blue, old rose, cardinal, white,

Devey blue, shell pink, firemen's red, heliotropi, cream.

The new washable Silks are ready